- Suburban cable LO effort
- Multichannel MDS systems gearing up across the nation
- FCC dissenter blasts Florida must-carry edict
- TranstexT, cable/telco hybrid system, in Georgia launches

CableVision

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Texas Show '85

Big city challenges

Hispanic programming successes

Leading the week.....11-26

duPont Award

Cable broke into the limelight last week as a New Jersey system won the industry's first-ever duPont Award from Columbia University for its documentary on public school desegregation.

Capital Connection President James Schultz is looking to start Multichannel MDS in a number of cities.

Multichannel MDS

Milwaukee, New York and Indianapolis are among the cities where multichannel MDS services are being planned in advance of the FCC's multichannel MDS license awards. Operators anxious to get their services off the ground are leasing channel capacity from ITFS license holders rather than wait for the FCC to complete its allocation by lottery.

Texas Show

The 25th annual Texas Show gets underway in San Antonio this week, where 2,000 are expected to attend.

BET birthday gift

Celebrating its fifth birthday last week, Black Entertainment Television will depend on Home Box Office, the newest of its equity partners, to market the service beginning next month.

CommuniCom no show

The status of CommuniCom, a Los Angeles cable operator, remained questionable last week after the system's owner failed to appear before the city's Board of Telecommunications. City officials want to know what will happen to the system in the wake of the withdrawal of system manager United Cable Television.

TranstexT merger

Integrated Communications Systems has brought together cable operators, telephone companies and utilities in a cooperative venture into enhanced services which is now underway in an Atlanta suburb.

TBS goes Hollywood

Turner Broadcasting was poised to enter the movie-making business last week through a joint venture with Rastar Productions. Company officials reportedly were one meeting away from concluding a co-production agreement with the Hollywood-based company for up to five feature films.

Pacific Cable cutbacks

After running into financial problems, Pacific Cable Network has cut back its daily schedule and suspended original production until more financing can be secured and management can be reshuffled.

TCI loss

Tele-Communications' suffered a $57-million judgment in a Jefferson City antitrust case last week. TCI is determined to appeal the decision which attorney Harold Farrow said could not possibly stand in a higher court.

Public access neglected

A California state legislator plans to introduce a bill to clear up some of the areas left unclear by the new federal legislation. Assemblywoman Gwen Moore is concerned that the new law doesn't provide for funding or staffing of public access facilities.

Stepping up

Shearson Lehman/American Express plans to step up its activities in cable and all other communications media as the sector claims a growing share of the investment banking business.

Focus on Texas

Four systems in Texas

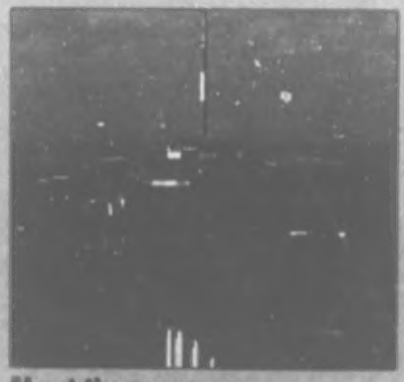
Texas cable operators faced more than one challenge this past year. Editor Victoria Gits looks at four systems in Texas and describes the operators' efforts to put together the "right ingredients" to make a profit. See pages 30-37.

Cable and Hispanic-Americans team up in Texas

The Hispanic population of Texas is turning to cable television to get the word out about issues of concern to its community—with varying degrees of success. A number of programming efforts have fared well, while other systems have had trouble getting such programs off the ground for lack of funding or community involvement. Associate Editor Simon Applebaum provides the details. See pages 38-45.

Review 28

Reviewer Robert DiMatteo takes a look at The Movie Channel's first made-for-pay feature film, *The Ratings Game*. The movie, starring Danny DeVito and Rhea Perlman, tells the story of a TV series writer and producer who tampers with the ratings system in an effort to make hits of his not-so-hot shows.



About the cover

San Antonio, Texas, the site of the 25th Annual Texas Cable TV Association Convention and Trade Show.

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Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers	% change in subs from 12/19/83*
American Christian Television Systems (ACTS)	136	2,063,652	
Arts & Entertainment	1,700	12,000,000	
Black Entertainment Television (BET)	388	7,700,000	+43.3
Cable News Network (CNN)	6,727	30,564,000	+35.0
CNN Headline News	2,002	13,584,000	+74.3
Cable Sports Network	NA	3,000,000	
C-SPAN	1,800	20,000,000	+37.9
CBN Cable Network	4,887	27,168,000	+18.0
Country Music Television	165	4,200,000	
Entertainment & Sports Programming Network (ESPN)	9,200	34,000,000	+19.2
Eternal Word Television Network(EWTN)	204	2,600,000	+59.7
Financial News Network (FNN)	1,050	17,500,000	+45.8
The Learning Channel	615	5,231,138	+36.7
Lifetime	2,100	22,500,000	
Modern Satellite Network (MSN)	536	10,336,000	+19.6
Music Television (MTV)	2,700	24,200,000	+61.3
The Nashville Network	2,250	19,500,000	+95.0
National Christian Network (NCN)	91	1,167,728	-18.8
National Jewish Television (NJTV)	228	5,196,000	+83.9
Nickelodeon	3,700	23,000,000	+64.8
Odyssey	75	1,800,000	
Pacific Cable	200	NA	
Prime of Life	NA	7,500,000	
PTL The Inspirational Network	1,080	13,000,000	+62.5
Santa Fe Communications	26	524,723	
Satellite Program Network (SPN)	525	11,500,000	+31.5
Silent Network	242	7,200,000	
SIN Television Network†	328	29,169,000	+775.3
Trinity Broadcast Network	395	5,007,000	+49.4
USA Network	4,100	28,200,000	+41.0
The Weather Channel	1,436	15,700,000	+57.0
Video Hits One	215	3,400,000	
WGN-TV	6,128	14,746,477	+34.6
WOR-TV	1,189	4,980,908	+18.5
WPIX-TV	152	885,000	
WTBS-TV	8,290	33,111,000	+19.7
Pay services			
Bravo	132	109,000	
Cinemax	2,100	2,700,000	+8.0
The Disney Channel	2,000	1,500,000	+181.9
GalaVision	230	160,000	+28.0
Home Box Office (HBO)	5,400	13,500,000	+8.0
Home Theater Network (HTN)	400	300,000	+30.4
The Movie Channel	2,900	3,200,000	+28.0
The Playboy Channel	516	762,000	+37.0
The Pleasure Channel	NA	NA	
Professional Education Network	1	38,852	
The Rainbow Service (American Movie Classics + Bravo)	70	192,000	
Showtime	3,200	5,400,000	+16.6
Audio services			
Cable Radio Network	5	300,000	
Lifestyle	99	2,613,129	+4.5
Moody Bible Institute	42	563,578	+52.4
Satellite Jazz Network	13	768,000	
Satellite Radio Network	50	403,000	
SCAN	34	218,569	+82.1
Star Ship Stereo	1	100	
WFMT, Chicago	160	1,005,858	+23.3
Text services			
AP News Cable	375	4,300,000	-12.2
AP News Plus	1	3,000	
Cable Sportstracker	3	250,000	
Dow Jones Cable News	184	2,455,000	+44.4
Electronic Program Guide (EPG)	220	4,303,318	+89.1
Genesis Storytime	17	510,000	
Reuters News View	355	3,630,000	
UPI Data Cable	950	NA	

Non-satellite-fed national services

Bicycled services		
Fuji Network	7	4,501
Nippon Golden Network	5	8,105
The Pleasure Channel	NA	NA
Vector Consumer News	13	350,000
Vector Consumer Shopping Guide	17	550,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	131,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	8	400,000
The Ecumenical Channel	7	140,000
KTVT	NA	NA
Life Newsvision	24	35,000
Madison Square Garden	56	1,800,000
Meadows Racing Network	50	420,000
MetroChannel	1	117,000
Newsday Cable	1	233,000
Sports Time	48	1,000,000
Texas Cable Network	12	730,000
Pay services		
Home Sports Entertainment—Houston/Dallas	68	100,000
Home Team Sports	22	48,000
New England Sports Network	52	21,358
PRISM-Philadelphia	88	370,000
Pro-Am Sports	40	29,500
The Superchannel	13	NA
SportsChannel (New England)	53	70,000
SportsChannel (New York)	43	394,000
Sports Time	127	45,000
SportsVision	22	97,000
Sportsvue Cable Network	25	17,000
Z-Channel	23	93,355

Announced services

Regional services	Expected Launch
Box Seat	2nd quarter 1985
Dodgervision	4/85
Satellite-fed services	
Almi Group Network	TBA
The Aloha Network	TBA
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
The CableShop	3rd quarter 1985
Cabletix	TBA
Comedy Entertainment Network	TBA
The Discovery Channel	4/85
Discovery Computer Network	2/85
Discovery Music Network	2/85
Ethnic Radio Networks	2nd quarter 1985
International Business Network	3/85
Kidvid Network	TBA
Magicable	TBA
Movie Time	4/85
The Nostalgia Channel	TBA
Satellite Concert Network	TBA
Star Video Music	TBA
Studioline	4/85
The Work Channel	TBA
TV Decisions	1st quarter 1985
United Satellite Network	6/85
X'Press	1st quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

* Percentage change is now computed using previous year's figures.
† Total SIN reach. Spanish-speaking households 3,789,800.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers currently on basic cable networks.

A&E
AT&T (N)
BMW (R)
Ford (R)
GM (N)
HBO (N)
Paul Masson (N)
Pfizer Pharmaceuticals (N)
Royal Viking Cruise Line (N)
Time Inc. (N)

BET****
Anheuser-Busch (R)
AT&T (R)
Avon (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford Motor Co. (R)
Hershey (R)
Home Box Office (R)
IBM (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
Mobil Oil (R)
Nike (R)
Orion Pictures (N)
Pepsi-Cola (R)
Proctor & Gamble (R)
Quaker Oats (R)
Sears (R)
Showtime/TMC (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marines (R)
U.S. Postal Service (R)
U.S. Treasury Dept. (R)
Westinghouse (R)
Wrigley's (R)

CBN†
B. Dalton
Black & Decker
Campbell's Soup Co.
Celestial Seasonings
Chevrolet Truck Division
Clorox
Consumer Reports
Franklin Mint
General Foods
General Mills
General Nutrition Corp.
Haines
Jeffrey Martin
Kal Kan
Kraft
Mars Candy
Nabisco
National Geographic
Nestle
Pizza Hut
Richardson-Vicks
Sears
Thompson Medical
Time Inc.
Zales Jewelry

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (N)
Gannett (N)
GM (N)
M/A-COM (N)
Time Inc. (N)

Dow Jones Cable News
Charles Schwab & Co. (R)
Consumer Report (R)
Forbes Stock Guide (N)
Jack Anderson's Washington Letter (N)
Pavarotti (N)
Smithsonian Magazine (R)

ESPN†
Apple Computers
Campbell's Soup Co.
Canon Copiers
Chevrolet
Cinemax
Goodrich
John Henry
Kodak
Mazda
McDonald's
National Car Rental
Paine Webber
Polaroid
Quasar
Sears
7-Up
Sherwin-Williams
Sports Illustrated
True Value Hardware
Trustworthy Hardware
United Airlines
U.S. Army
Winnebago Motor Homes

FNN
American National/Cellular Telephone (N)
AT&T (N)
Avis (R)
Barron's (R)
BMW (R)
Business Week (R)
Capital Preservation (R)
Charles Schwab (R)
Chicago Board of Auctions (N)
Chrysler (N)
Compaq Computers (N)
Ford/Autos (R)
G.H. Miller (N)
GM (R)
Hayes Computers (N)
Italcable (R)
Kansas City Board of Trade (N)
Merrill Lynch (R)
National Business Employment Weekly (R)
National Cash Register (N)
Newsweek (N)
Oldsmobile (R)
Shearson Lehman/American Express (R)
Transamerica (N)
Wall Street Journal (R)

MSN
Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Foods (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

SPN†
Alexander Oil Color
American Artist Magazine
Asia Society
AT&T
Atari
Bank Hapoalim
Bayer
Business Times
Casio
Chamber of Enterprise
Chesebrough Ponds
China Beer
Coca-Cola
ComputerLand
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Field & Stream Magazine
Fisher Pen
Gerber
Grolsch Beer
Heinz
Holiday Inn
Kimberly Clark
Los Angeles Bank
National Insurance
New Zealand Meat Exports
New Zealand Railways
New Zealand Tourism Commission
Nikon

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Malcolm E. Smith (N)
Scientific-Atlanta Magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network
Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)

Weather Channel
A.H. Robbins Co. (N)
American Home Products (R)
American Motors (R)
Armor (N)
Chesebrough Ponds (N)
Dial Co. (N)
Kellogg Co. (R)
Kimberly Clark (N)
LaGrand Chain (N)
S.C. Johnson Corp. (N)
Sterling Drug (R)

R denotes renewal client
N denotes new client
*Listing is comprised of both advertisers and program underwriters
†New and renewal information not available
**Listing includes dated information
Source: Advertising clients are provided by the program services to International Thomson Communications Inc.